



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. :  
Serial No.: 09/474,974 : Art Unit: 3623  
Filed: December 29, 1999 : Examiner: Beth Van Doren  
For: METHODS AND SYSTEMS :  
FOR TARGETING MARKETS :

**AMENDMENT AFTER FINAL**

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Applicants respectfully request consideration and entry of the following amendment submitted in response to the Office Action dated February 15, 2005 and made final, and the Advisory Action dated July 1, 2005.